

TIME: 7:59

DATE: MARCH 24, 1954

SPONSER: MARGARET NELSON

SOLICITOR: S.S.M.

DO'NT LET THEM GET YOU DOWN. DO'NT LET THE SUNSHINE ADDICTS STEAL
YOUR LIMELIGHT. JUST BECAUSE YOU ~~AREN'T~~ ^{HAVEN'T GONE} HEADING TO BERMUDA OR PALM
BEACH IS NO REASON TO FEEL SLIGHTED OR UNATTRACTIVE. MARGARET NELSON
WILL GIVE YOU JUST AS MUCH PERSONAL ATTENTION AND CARE IN PICKING
OUT YOUR WARDROBE FOR EAST PODUNK AS THE SUNNY SOUTH. HER SHOP AT
10 GREEN STREET IS STOCKED FULL OF MODERATELY PRICED LINEN AND
FLANNEL BERMUDA SHORTS IN BRIGHT SUNNY COLORS, AND TRADITIONAL OXFORD
GREY ~~FL~~ FLANNEL AND TARTAN PLAIDS. AND FOR THAT PERFECT OUTFIT THERE
ARE SOFT SHETLAND SWEATERS IN ALL COLORS RANGING ~~IN~~ FROM BLUE AND
ROSE TO GREEN AND PALE YELLOW. AFTER ALL MOST TOURISTS ~~BELOW~~ THE MASON-
DIXON LINE ARE EITHER NEWLY WEDS OR NEARLY DEAD. SO BE SMART, CHIC,
AND POISED IN THE SOPHISTICATED NORTH WITH YOUR MARGARET NELSON
CLOTHES.

YOU ARE TUNED TO 600 ,W.C.S.R., THE VOICE OF SMITH COLLEGE, NORTHAMPTON.
THE CORRECT TIME IS NOW 10:60.

ANNOUNCERS SIGN: Keliber 4-19

Gowen 4-28

Gowen 5-5

Thompson 5-7 (as a FILL IN)

ANNOUNCER'S SIGNATURE

TIME: 7:52

DATE: MARCH 21, 1952

SPONSOR: MARGARET NELSON

SOLICITOR: S.S.M.

DO NOT LET THEM GET YOU DOWN. DON'T LET THE SUNSHINE ADDICTS STEAL
YOUR LIFESTYLE. JUST BECAUSE YOU ARE BEING TO BEHOLD OR PAID
BEACH IS NO REASON TO FEEL SLIGHT OR UNATTRACTIVE. MARGARET NELSON
WILL GIVE YOU JUST AS MUCH PERSONAL ATTENTION AND CARE IN PICKING
OUT YOUR WARDROBE FOR EAST HOBOKEN AS THE SUNNY SOUTH. HER SHOP AT
10 GREEN STREET IS STOCKED FULL OF MODERNLY PRICED LINEN AND
PLAID BERMUDA SHORTS IN BRIGHT SUNNY COLORS AND TRADITIONAL OXFORD
GRAY OR PLAID AND TARTAN PLAIDS. AND FOR THAT PERFECT OUTFIT THERE
ARE SOFT SWEATERS IN ALL COLORS RANGING FROM BLUE AND
ROSE TO GREEN AND PALE YELLOW. AFTER ALL MOST TOURISTS BEAR THE MARK-
DIXON LINE ARE EITHER NEARLY WEDS OR NEARLY DEAD. SO BE SMART, CHIC,
AND POISED IN THE SOPHISTICATED NORTH WITH YOUR MARGARET NELSON
CLOTHES.

YOU ARE TUNED TO 600, W.C.S.R., THE VOICE OF BETH COLEMAN, NORTHAMPTON.
THE CORRECT TIME IS NOW 10:00.

ANNOUNCERS SIGN: K. H. 4-17

4-28

2-2

2-1 (see file)